WHAT IS CLAIMED IS:

1   1. A method for determining one or more ad targeting keywords, the method
2   comprising:
3   a) accepting at least one category;   ·
4   b) determining one or more keywords using the accepted at least one
5   category; and
6   c) providing at least some of the determined one or more keywords as
7   one or more ad targeting keywords.

1   2. The method of claim 1 wherein at least one of the one or more ad targeting
2   keywords is a negative keyword.

1   3. The method of claim 1 wherein the act of determining at least one category
2   uses ad creative information.

1   4. The method of claim 1 wherein the act of determining at least one category
2   uses information from a landing Webpage of an ad.

1   5. The method of claim 1 wherein the act of determining one or more keywords
2   uses an inverted keyword index in which categories are provided as lookup keys
3   to keywords.

1   6. The method of claim 1 further comprising:
2   - performing qualification testing of the determined one or more keywords
3   to determine if a keyword is qualified or unqualified for use as an ad
4   targeting keyword,
5   wherein each of the at least some of the determined one or more
6   keywords provided as one or more ad targeting keywords are qualified keywords.

1   7. The method of claim 6 wherein the act of performing qualification testing of
2   the determined one or more keywords tracks a performance of ads served using
3   the keyword as an ad targeting keyword.

1   8. The method of claim 7 wherein the performance of ads is tracked in general,
2   across all categories.

1   9. The method of claim 7 wherein the performance of ads is tracked across one
2   or more specific categories.

1   10. The method of claim 9 wherein the one or more specific categories include
2   the at least one category accepted.

1   11. The method of claim 7 wherein the ads served using the keyword as an ad
2   targeting keyword during the act of performing qualification testing of the
3   determined one or more keywords, are only served on ad spots that otherwise
4   would be unused.

1   12. The method of claim 1 wherein the act of providing at least some of the
2   determined one or more keywords as one or more ad targeting keywords
3   provides the determined one more keywords in an order determined using
4   · unused inventory information.

1   13. The method of claim 1 wherein the act of providing at least some of the
2   determined one or more keywords as one or more ad targeting keywords
3   provides the determined one more keywords in an order determined using
4   unused inventory information such that a keyword corresponding to a larger
5   number of unused ad spots is provided before another keyword corresponding to
6   a smaller number of unused ad spots.

1   14. A method for determining one or more ad targeting keywords, the method
2   comprising:
3   a) accepting at least one category;
4   b) determining one or more keywords using the accepted at least one
5   category;
6   c) providing the determined one or more keywords as suggested targeting
7   keywords to an advertiser;
8   d) accepting advertiser input in response to the suggested targeting
9   keywords; and
10   e) determining whether or not to provide at least some of the determined
11   one or more keywords as targeting keywords for an ad using the accepted
12   advertiser input.

1   15. The method of claim 14 wherein at least one of the one or more ad targeting
2   keywords is a negative keyword.

1   16. The method of claim 14 wherein the act of determining at least one category
2   uses ad creative information.

1   17. The method of claim 14 wherein the act of determining at least one category
2   uses information from a landing Webpage of an ad.

1   18. The method of claim 14 wherein the act of determining one or more
2   keywords uses an inverted keyword index in which categories are provided as
3   lookup keys to keywords.

1   19. The method of claim 14 further comprising:
2   - performing qualification testing of the determined one or more keywords
3   to determine if a keyword is qualified or unqualified for use as an ad
4   targeting keyword,

5   wherein each of the at least some of the determined one or more

6   keywords provided as suggested targeting keywords to an advertiser are

7   qualified keywords.

1   20. The method of claim 19 wherein the act of performing qualification testing of

2   the determined one or more keywords tracks a performance of ads served using

3   the keyword as an ad targeting keyword.

1   21. The method of claim 20 wherein the performance of ads is tracked in

2   general, across all categories.

1   22. The method of claim 21 wherein the one or more specific categories include

2   the at least one category accepted.

1   23. The method of claim 20 wherein the performance of ads is tracked across

2   one or more specific categories.

1   24. The method of claim 20 wherein the ads served using the keyword as an ad

2   targeting keyword during the act of performing qualification testing of the

3   determined one or more keywords, are only served on ad spots that otherwise

4   would be unused.

1   25. The method of claim 14 wherein the act of providing the determined one or

2   more keywords as suggested targeting keywords to an advertiser provides the

3   determined one more keywords in an order determined using unused inventory

4   information.

1   26. The method of claim 14 wherein the act of providing the determined one or

2   more keywords as suggested targeting keywords to an advertiser provides the

3   determined one more keywords in an order determined using unused inventory

4   information such that a keyword corresponding to a larger number of unused ad

5   spots are provided before another keyword corresponding to a smaller number of

6   unused ad spots.

1   27. A method for generating one or more keywords as candidates for use as ad

2   targeting keywords, the method comprising:

3   a) accepting ad information;

4   b) determining one or more categories using the accepted ad information;

5   c) determining one or more keywords from the one or more categories

6   determined.

1   28. The method of claim 27 wherein at least one of the one or more ad targeting

2   keywords is a negative keyword.

1   29. The method of claim 27 wherein the act of determining at least one category

2   uses ad creative information.

1   30. The method of claim 27 wherein the act of determining at least one category

2   uses information from a landing Webpage of an ad.

1   31. The method of claim 27 wherein the act of determining one or more

2   keywords uses an inverted keyword index in which categories are provided as

3   lookup keys to keywords.

1   32. The method of claim 27 further comprising:

2   - performing qualification testing of the determined one or more keywords

3   to determine if a keyword is qualified or unqualified for use as an ad

4   targeting keyword,

5   wherein each of the at least some of the determined one or more

6   keywords provided as candidate targeting keywords are qualified keywords.

1 33. The method of claim 32 wherein the act of performing qualification testing of
2 the determined one or more keywords tracks a performance of ads served using
3 the keyword as an ad targeting keyword.

1 34. The method of claim 33 wherein the performance of ads is tracked in
2 general, across all categories.

1 35. The method of claim 33 wherein the performance of ads is tracked across
2 one or more specific categories.

1 36. The method of claim 35 wherein the one or more specific categories include
2 the at least one category accepted.

1 37. The method of claim 33 wherein the ads served using the keyword as an ad
2 targeting keyword during the act of performing qualification testing of the
3 determined one or more keywords, are only served on ad spots that otherwise
4 would be unused.

1 38. The method of claim 27 wherein the act of providing the determined one or
2 more keywords as candidate targeting keywords provides the determined one
3 more keywords in an order determined using unused inventory information.

1 39. The method of claim 27 wherein the act of providing the determined one or
2 more keywords as candidate targeting keywords provides the determined one
3 more keywords in an order determined using unused inventory information such
4 that a keyword corresponding to a larger number of unused ad spots are
5 provided before another keyword corresponding to a smaller number of unused
6 ad spots.

1 40. The method of claim 27 further comprising:
2   d) populating serving constraints of an ad with the candidate keywords.

1　41.　The method of claim 27 further comprising:

2　　　d)　providing the candidate keywords to an advertiser as ad targeting

3　　　keyword suggestions;

4　　　e)　accepting advertiser input in response to the suggested targeting

5　　　keywords; and

6　　　f)　determining whether or not to provide at least some of the candidate

7　　　keywords as targeting keywords for an ad using the accepted advertiser

8　　　input.

1　42.　Apparatus for determining one or more ad targeting keywords, the apparatus

2　comprising:

3　　　a)　an input for accepting at least one category;

4　　　b)　means for determining one or more keywords using the accepted at

5　　　least one category; and

6　　　c)　means for providing at least some of the determined one or more

7　　　keywords as one or more ad targeting keywords.

1　43.　The apparatus of claim 42 wherein at least one of the one or more ad

2　targeting keywords is a negative keyword.

1　44.　The apparatus of claim 42 wherein the means for determining at least one

2　category use ad creative information.

1　45.　The apparatus of claim 42 wherein the means for determining at least one

2　category use information from a landing Webpage of an ad.

1　46.　The apparatus of claim 42 wherein the means for determining one or more

2　keywords use an inverted keyword index in which categories are provided as

3　lookup keys to keywords.

1　47.　The apparatus of claim 42 further comprising:

2   - means for performing qualification testing of the determined one or more

3   keywords to determine if a keyword is qualified or unqualified for use as

4   an ad targeting keyword,

5   wherein each of the at least some of the determined one or more

6   keywords provided as one or more ad targeting keywords are qualified keywords.

1   48. The apparatus of claim 47 wherein the means for performing qualification

2   testing of the determined one or more keywords track a performance of ads

3   served using the keyword as an ad targeting keyword.

1   49. The apparatus of claim 48 wherein the performance of ads is tracked in

2   general, across all categories.

1   50. The apparatus of claim 48 wherein the performance of ads is tracked across

2   one or more specific categories.

1   51. The apparatus of claim 50 wherein the one or more specific categories

2   include the at least one category accepted.

1   52. The apparatus of claim 48 wherein the ads served using the keyword as an

2   ad targeting keyword by the means for performing qualification testing of the

3   determined one or more keywords, are only served on ad spots that otherwise

4   would be unused.

1   53. The apparatus of claim 42 wherein the means for providing at least some of

2   the determined one or more keywords as one or more ad targeting keywords

3   provide the determined one more keywords in an order determined using unused

4   inventory information.

1   54. The apparatus of claim 42 wherein the means for providing at least some of

2   the determined one or more keywords as one or more ad targeting keywords

3   provide the determined one more keywords in an order determined using unused

4   inventory information such that a keyword corresponding to a larger number of

5   unused ad spots is provided before another keyword corresponding to a smaller

6   number of unused ad spots.

1   55. Apparatus for determining one or more ad targeting keywords, the apparatus

2   comprising:

3   a) an input for accepting at least one category;

4   b) means for determining one or more keywords using the accepted at

5   least one category;

6   c) means for providing the determined one or more keywords as

7   suggested targeting keywords to an advertiser;

8   d) means for accepting advertiser input in response to the suggested

9   targeting keywords; and

10   e) means for determining whether or not to provide at least some of the

11   determined one or more keywords as targeting keywords for an ad using

12   the accepted advertiser input.

1   56. The apparatus of claim 55 wherein at least one of the one or more ad

2   targeting keywords is a negative keyword.

1   57. The apparatus of claim 55 wherein the means for determining at least one

2   category use ad creative information.

1   58. The apparatus of claim 55 wherein the means for determining at least one

2   category use information from a landing Webpage of an ad.

1   59. The apparatus of claim 55 wherein the means for determining one or more

2   keywords uses an inverted keyword index in which categories are provided as

3   lookup keys to keywords.

1　60. The apparatus of claim 55 further comprising:
2　　　- means for performing qualification testing of the determined one or more
3　　　keywords to determine if a keyword is qualified or unqualified for use as
4　　　an ad targeting keyword,
5　　　　　wherein each of the at least some of the determined one or more
6　keywords provided as suggested targeting keywords to an advertiser are
7　qualified keywords.

1　61. The apparatus of claim 60 wherein the means for performing qualification
2　testing of the determined one or more keywords track a performance of ads
3　served using the keyword as an ad targeting keyword.

1　62. The apparatus of claim 61 wherein the performance of ads is tracked in
2　general, across all categories.

1　63. The apparatus of claim 62 wherein the one or more specific categories
2　include the at least one category accepted.

1　64. The apparatus of claim 61 wherein the performance of ads is tracked across
2　one or more specific categories.

1　65. The apparatus of claim 61 wherein the ads served using the keyword as an
2　ad targeting keyword by the means for performing qualification testing of the
3　determined one or more keywords, are only served on ad spots that otherwise
4　would be unused.

1　66. The apparatus of claim 55 wherein the means for providing the determined
2　one or more keywords as suggested targeting keywords to an advertiser provide
3　the determined one more keywords in an order determined using unused
4　inventory information.

1   67. The apparatus of claim 55 wherein the means for providing the determined
2   one or more keywords as suggested targeting keywords to an advertiser provide
3   the determined one more keywords in an order determined using unused
4   inventory information such that a keyword corresponding to a larger number of
5   unused ad spots are provided before another keyword corresponding to a
6   smaller number of unused ad spots.

1   68. Apparatus for generating one or more keywords as candidates for use as ad
2   targeting keywords, the apparatus comprising:
3   a) an input for accepting ad information;
4   b) means for determining one or more categories using the accepted ad
5   information;
6   c) means for determining one or more keywords from the one or more
7   categories determined.

1   69. The apparatus of claim 68 wherein at least one of the one or more ad
2   targeting keywords is a negative keyword.

1   70. The apparatus of claim 68 wherein the means for determining at least one
2   category uses ad creative information.

1   71. The apparatus of claim 68 wherein the means for determining at least one
2   category uses information from a landing Webpage of an ad.

1   72. The apparatus of claim 68 wherein the means for determining one or more
2   keywords uses an inverted keyword index in which categories are provided as
3   lookup keys to keywords.

1   73. The apparatus of claim 68 further comprising:

2   - means for performing qualification testing of the determined one or more

3   keywords to determine if a keyword is qualified or unqualified for use as

4   an ad targeting keyword,

5   wherein each of the at least some of the determined one or more

6   keywords provided as candidate targeting keywords are qualified keywords.

1   74. The apparatus of claim 74 wherein the means for performing qualification

2   testing of the determined one or more keywords track a performance of ads

3   served using the keyword as an ad targeting keyword.

1   75. The apparatus of claim 74 wherein the performance of ads is tracked in

2   general, across all categories.

1   76. The apparatus of claim 74 wherein the performance of ads is tracked across

2   one or more specific categories.

1   77. The apparatus of claim 76 wherein the one or more specific categories

2   include the at least one category accepted.

1   78. The apparatus of claim 74 wherein the ads served using the keyword as an

2   ad targeting keyword by the means for performing qualification testing of the

3   determined one or more keywords, are only served on ad spots that otherwise

4   would be unused.

1   79. The apparatus of claim 68 wherein the means for providing the determined

2   one or more keywords as candidate targeting keywords provide the determined

3   one more keywords in an order determined using unused inventory information.

1   80. The apparatus of claim 68 wherein the means for providing the determined

2   one or more keywords as candidate targeting keywords provide the determined

3   one more keywords in an order determined using unused inventory information

4   such that a keyword corresponding to a larger number of unused ad spots are

5   provided before another keyword corresponding to a smaller number of unused

6   ad spots.

1   81. The apparatus of claim 68 further comprising:

2   d) means for populating serving constraints of an ad with the candidate

3   keywords.

1   82. The apparatus of claim 68 further comprising:

2   d) means for providing the candidate keywords to an advertiser as ad

3   targeting keyword suggestions;

4   e) means for accepting advertiser input in response to the suggested

5   targeting keywords; and

6   f) means for determining whether or not to provide at least some of the

7   candidate keywords as targeting keywords for an ad using the accepted

8   advertiser input.